



Vendor: Cisco

Exam Code: 840-425

Exam Name: Executing Cisco Advanced Business Value
Analysis and Design Techniques

Version: DEMO

QUESTION 1

Which LoB focuses primary on growth, profit, people, and cash assets?

- A. Sales
- B. Finance
- C. Senior Leadership
- D. Customer Services

Answer: C

QUESTION 2

Which three options are factors you have to take into account when identifying solutions and services in the context of the customer's industry vertical to meet their outcomes? (Choose three.)

- A. Technology consumption across verticals differs.
- B. Business outcomes are the same for most of the industry verticals.
- C. The regulatory requirements impede Cisco from participating in government bids.
- D. The value proposition has to be aligned to the nature of the business.
- E. Sales approach and sales cycle differs across industry verticals.

Answer: ADE

QUESTION 3

Which two options are principles of the Cisco business outcomes sale? (Choose two.)

- A. Define outcomes which are time-bound.
- B. Initiate the conversation stating the competitive advantages of the Cisco solutions.
- C. Always provide as much technical detail as you can.
- D. Evolve to an outcome approach; as customers require, use product and solution selling.

Answer: AD

QUESTION 4

What is true regarding the drivers for product, solution and outcome-based sales?

- A. In product sales, the driver is about the product; in solution sales, the driver is about the value of the outcomes, and in outcome-based sales, the driver is the customer pain points.
- B. In product sales, the driver is about the customer pain points; in solution sales, the driver is about the value of the outcomes, and in outcome-based sales, the driver is about the product.
- C. In product sales, the driver is about the customer pain points; in solution sales, the driver is about the product, and in outcome-based sales, the driver is about the value of the outcomes.
- D. In product sales, the driver is about the product; in solution sales, the driver is the customer pain points, and in outcome-based sales, the driver is about the value of the outcomes.

Answer: D

QUESTION 5

In which phase of the Cisco Integrated Sales Process must the ROI be presented?

- A. Prospect
- B. Qualification
- C. Proposal
- D. Agreement
- E. Closing

Answer: C

QUESTION 6

Which task is part of the Qualification phase of the Cisco Integrated Sales Process?

- A. Define customer business issue.
- B. Preliminary solution aligned to business issue.
- C. Customer budget enquiry.
- D. Customer approves solution design.

Answer: B

QUESTION 7

Which option are the stages and order proposed by the Cisco Integrated Sales Process?

- A. Qualify > Prospect > Propose > Close
- B. Prospect > Qualify > Propose > Close
- C. Prospect > Qualify > Propose > Agree > Close
- D. Qualify > Propose > Agree > Close

Answer: C

QUESTION 8

When assessing the solutions and services opportunities to increase the pipeline growth, which three options must be covered by the solution? (Choose three.)

- A. What must be delivered.
- B. What capabilities need to be supported.
- C. Rollout strategy.
- D. Cisco team solution knowledge.
- E. Partner's team technical knowledge.

Answer: ABC

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